

Mauch Scholarship Drive Nears \$5,000

By DAN RODRIGUEZ

Saint Joseph's junior class is now 90 percent of the way home in its drive to raise \$3,000 to launch the Dan "Bucky" Mauch Scholarship.

Ron "Fitz" Fitzpatrick, treasurer of the junior class, says, "Through the generosity of the entire Saint Joseph's College community, we have raised approximately \$2700 at this point, with the possibility of a larger amount coming from future contributions."

"This figure (\$2700)," continues Fitzpatrick, "includes \$960 received from students who donated the cost of their meals to this cause. The cafeteria paid \$1.50 for every meal donated; 640 individuals gave up their dinners. McDonald's and Pizza Hut helped by contributing some of their profits derived on the day we conducted our student-meal drive. Several clubs, the students, and faculty members have contributed kindly and have had a big impact on our success."

Fitzpatrick stresses, "Future contributions are always welcome and appreciated. All checks should be made payable to The Dan Mauch Scholarship Fund."

The local McDonald's franchise devised a method to raise funds for the junior class scholarship drive. Rick Gross (sr.-Mer.) and assistant manager of McDonald's, explains, "Students were given coupons that entitles them to a free small order of french fries if they ordered a large sandwich. A jug was placed on the counter, and customers were encouraged to donate the price of the fries they were given to be placed in the jug as a contribution to the Dan Mauch Scholarship."

"The response was very positive," notes Gross. "We collected \$135.50 from the jug. My manager, Larry Kosanovich, then matched this sum. That brought the total contributed to the scholarship from McDonald's to \$271. I was happy to see so many

enthusiastic students willing to help us help the junior class."

The first to benefit from the Dan "Bucky" Mauch Scholarship will be the present freshman class (Class of '83) during its junior year. The scholarship will be open to all junior history majors (male and female) with at least a 3.00 grade point average.

Priority will be given to residents of St. John, Ind., then former students of Lake Central High School, and ultimately residents of Lake County, Indiana. In the event no one meets these priorities, the scholarship would then be open to all other junior history majors.

"A committee consisting of Dr. William Downard, associate professor of history and chairman of the history-political science department; Mr. David Hoover, associate professor of history and director of student financial aids; and (possibly) the then-present junior class president would have the responsibility of selecting

the recipient of this award," says Joe Hogan, president of the junior class.

"I have talked to the Mauch family and they send a 'real big thanks' to everyone for all they've done," adds Hogan. "Mr. Mauch also informed me that through friends and organizations he is associated with, he has collected approximately \$2500 from them. This money will be contributed to the scholarship fund by the second week in April."

The General Scholarship Fund will base its annual award on ten percent interest earned on the principle. With the contribution of the Mauch family's \$2500, this would raise the total sum of the fund to approximately \$5,000 and would provide a \$500 award yearly.

"I am going to ask the Student Senate," says Hogan, "to appropriate whatever money it can afford from the existing contingency fund to be donated to the 'Bucky' scholarship."

STUFF

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Two Wilson Fellows To Visit

William H. Taft, IV, a lawyer in Washington, D.C., and former general counsel for the Department of Health, Education and Welfare, and Julia V. Taft, director of the U.S. Refugee Resettlement Project, will be Woodrow Wilson Visiting Fellows at Saint Joseph's College during Mar. 23-28.



William Taft



Julia Taft

Taft is currently a lawyer in general practice in Washington. Before January, 1977, he worked for seven years in the federal government in increasingly responsible positions for the Federal Trade Commission, the Office of Management and Budget, and HEW.

In April, 1976, Taft was appointed by President Ford to serve as general counsel of HEW. He was the chief

lawyer for HEW and the principal administrator of the Office of General Counsel, which includes approximately 350 lawyers in Washington and ten regional offices. He was a close personal advisor to the HEW secretary and under secretary on organizational, budgetary, policy, and programmatic issues involving the department.

Julia V. Taft is project director of the New Transcendence Foundation; she assumed that position in October, 1978, and currently directs a research project analyzing all refugee resettlement programs in the U.S. since 1950.

During September, 1971 to September, 1973, she served as special assistant to the HEW secretary for external affairs.

She served as deputy assistant secretary for human development in HEW from August, 1973 to April, 1977; this agency was responsible for a \$2-billion plus budget and 1600 employees. She also was director of the President's Interagency Task Force on Indochina Refugees during May, 1975 to January, 1976, and was named deputy director of health of the Cabinet Committee on Human Resources during March, 1973 to June, 1973.



Saint Joseph's junior class is fast approaching its goal in the drive to fund the Dan Mauch Scholarship. Here Joe Hogan (jr.-Noll, right), president of the junior class, poses with Ron Fitzpatrick (jr.-Ben., left), class treasurer, and Rita Giel (jr.-Jus.), class secretary, in front of the thermometer outside the Halleck Center cafeteria, where the fund's growth is measured.

(Photo by Donn Proctor)

Sun-Loving Pumas Prepare For March 8-15 In Florida

By JANE RAYNER
& JEFF ANDORFER

As a current airlines commercial says, "the leaving is easy" when Saint Joseph's Student Association sponsors a spring vacation trip to Florida Mar. 8-15.

Eight Saint Joe students are taking advantage of the sun-filled Fort Lauderdale excursion. Total cost for the trip is \$148.70. This cost includes hotel accommodations at the Riviera and Biltmore Hotels, free disco passes, and a welcoming party. Other activities included are frisbee contests, beach games, swimming, and tennis. Also available is scuba diving, snorkeling, and various side trips for an additional cost. Students must provide their own form of transportation.

Rich Huffine (sr.-Mer.) and Kevin Ferrara (jr.-Noll) are coordinating the trip. "We've gone through Club Adventure for three years now," says Huffine. "They are very dependable, but this year no one seemed to have the money to go. A lot of people are missing a good time."

The trip participants appear eager

to begin their vacation. Kathy Bouska (jr.-Jus.) is planning to relax and enjoy the sun in Fort Lauderdale. "I'm hoping to have a good time," she says.

Augie Ghilarducci (so.-Ben.) also wants to do some sunning in Fort Lauderdale. "My other plans include bar hopping, going to Disney World, and possibly going to Miami. I also want to relax and have a good time during my vacation so I can return to school and finish the semester strongly. I only regret the poorness of the student response. The student participation should have been better."

Another participant in the trip will be Troy Flowers (so.-Mer.). "I plan on laying on the beach and getting a suntan in Florida," he comments. "I also want to play some golf and go to Disney World. While I'm in Fort Lauderdale, I really want to rest and relax."

Although the number of people signed up for the trip is few, most participants are ready and waiting for a good time.



Student newspaper co-editor Matt Campbell (so.-WSF) displayed yet another of his many talents — fancy footwork — during his dancing debut at the Valentine's dance Feb. 16.

(Photo by Donn Proctor)

Calendar Change

Saint Joseph's faculty assembly approved the 1980-81 academic year calendar at its January meeting. The new calendar calls for a Thanksgiving break two-and-a-half class days shorter than last year and it allows for three examination days at the end of each semester. Now is this really necessary?

Proposed by faculty members Robert Jerome and Allen Berger, the new calendar creates a specific break between regular class days and semester exams; it also allows for teachers to give two-hour comprehensive exams.

Now who would give two-hour comprehensive tests? Only a handful of teachers who get their jollies by giving them, of course. Just because the new calendar allows for two-hour exams doesn't necessarily mean all or even most of the faculty will throw such tests. In fact, many have already indicated they will not give two-hour tests.

Isn't Thanksgiving a time to share with your family and to break up the long semester? Thanks to the new proposal, those students living on the east coast or of considerable distance from Rensselaer will get to spend their Thanksgiving here in Pumaville. It wouldn't be worth the expense to fly to the east coast for three whole days. Did those faculty who backed this 1980-81 calendar think of these students, or just themselves and their two-hour comprehensives?

According to Jerome, the three days for exams will make this period more relaxed, less stressful and less academically congested.

A test is a test, and under no circumstances, even by spreading the days out, is it going to make the test more relaxed and less stressful. When there are tests, there is tension, and under the new schedule, there is more time for tension.

It seems under the present calendar that no problems have arisen. A teacher can give a two-hour comprehensive exam now if he/she likes, but he/she has to arrange such special exams, for example, during evening hours. So again, we ask this question: Is this calendar change really necessary?

Beautiful Tribute

A beautiful tribute to a former member of the Saint Joseph's College community is taking place in the form of the Dan Mauch Scholarship drive, sponsored by the junior class.

Very hard and diligent work has proven well worthwhile as money has been contributed here at the college as well as in the Rensselaer community.

The campus should be praised for the sacrifices it has made on the part of one of its former colleagues, who died in an accident last Nov. 8.

A team effort has accomplished this goal as the entire campus works together to bring this scholarship into reality. With all of the apathy on this campus, it is nice to give credit where credit is due, and credit is certainly due to all those who participated in this project.

There are a lot of important and worthwhile projects on campus that deserve recognition. Unfortunately, not all of them get the full credit they deserve.

Memory of "Bucky" will live on this campus for years to come, and the junior class is responsible for keeping this young man's memory alive.

A special thanks to the campus food service, Pizza Hut, and McDonald's in Rensselaer for the contributions that gave this project the boost it needed. SJC students should be proud to have had a part in this special program that will benefit students here for years to come. They should also be congratulated for the sacrifices that they made helping this project. Finally, a tremendous thanks to Joe Hogan and the rest of the junior class for keeping the memory of "Bucky" alive at Saint Joseph's College.



Saint Joseph's L.I.F.E. Club participated in a pro-life demonstration in Indianapolis in January. The club also sponsored a pro-life week on campus Jan. 20-26 plus a booth during Mardi Gras weekend. It will sponsor a seminar here Mar. 2-6.

One Point Of View

Are We Getting Our Money's Worth?

By JAMES GWYN JR.

Time has come for some additional student input into Student Association activities. The S.A. budget for this semester allocates more than \$30,000 in funds to cover costs ranging from Cable TV to the Senate banquet.

The largest portion of this total is assigned to bands. This semester, the S.A. has allotted \$9,700 for band expenditures — that comes to about \$875 per mixer! This is your money. Over \$25,000 of S.A. income comes from S.A. fees.

If you aren't satisfied with some student government actions, let your officers know. General student involvement seems to be at an all-time low. When a band is paid \$1,000 to perform and only 40-50 students attend, all of us should be concerned if our money is going in the proper direction. The above example has occurred at least three times this year. That's almost three grand to entertain about 150 students!

Our S.A. officers can't assume what the student body wants. They have noticed the problems at the mixers and have taken steps to improve the situation. However, these changes are mostly based on the ideas of our officers, not the students. If someone does not agree with the decisions, the time to let it be known

is before the changes are implemented.

Many students don't realize the dollars our government has to work with. Did you know that movie expenses total \$4,500 this semester?

That's just for movies! There's much more. Request that your officers show you an itemized list of our budget. After seeing some of the figures, you may want to offer a few opinions. Your concern and involvement are overdue.



"A great time was had by all" at the senior 80-days-until-graduation party held Feb. 15 in Raleigh Hall. Here Kevin Ring (sr.-ESF, left), George Liggett (sr.-ESF, center) and Bob Chrzanowski (sr.-ESF) fight off thirst with Puma-type refreshments.

Prayers Requested

Fr. Ambrose Ruschau, associate professor of physics here at Saint Joseph's College, was admitted to the University Hospital in Indianapolis on Feb. 10 with serious complications. His condition appears to be gradually improving at last report, but is still quite serious. We would like to ask the Saint Joseph's student body to keep him in their thoughts and prayers and to ask God to bless him.

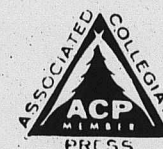
His address is:

Father Ambrose Ruschau
University Hospital,
Room 571
Indianapolis, Indiana 46206

STUFF



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Women's Cagers To Open IIAW Finals

Saint Joseph's women's basketball team advanced to the IIAW Division II state finals for a second consecutive year here last Friday and Saturday by placing second in the northern district tournament.

Saint Joe trimmed Valparaiso by 53-52 Friday before

dropping Saturday's title match to Butler, 64-51. Butler routed Marian, 71-48, in the other semifinal round game. In Thursday's opening round, Valparaiso defeated IUPUI-Indianapolis 58-50 and Marian topped Indiana Tech, 56-39.

Now 14-6 on the season, Saint Joe duels Franklin to-

night at 5 at Indiana Central University and Butler battles Indiana State-Evansville at 7.

In earlier women's action, Jennifer Voreis tallied 27 points to lead the Pumas to an impressive 66-35 rout of Evansville on the Aces' home floor Feb. 14.

Saint Joseph's women's basketball team defeated IUPUI-Fort Wayne on the road Feb. 16, 80-60.

On Feb. 18, Indiana State's junior varsity nipped SJC in Alumni Fieldhouse by 67-64. Voreis again led the Pumas with 25 points and grabbed 12 rebounds, but the visitors won it with three free throws in the final 16 seconds.

Bellarmino knocked the men's team out of the Great Lakes Valley Conference basketball title chase here Feb. 16 with a 78-75 victory.

Neville Brown led the Pumas with 17 points, followed by Neil Brown with 14, Javier Villeta with 12 and Gary Plamondon with 11. Kates added nine with a bit of nifty long-range sniping. Bruce Olliges topped the winners with 27 points, including 13 free throws in 15 tries.

Movie fans should now be told the truth: "Shootout At The OK Corral" was filmed on the wrong location; it should have been recorded on the Alumni Fieldhouse hardwood here Feb. 18, where Saint Joseph's gunned down Ashland in a fast-moving 114-97 duel.

Evidence of sharp Puma shooting talent was everywhere: Neil Brown bagged ten of 17 field goals and finished with 25 points; Gerald Kates cashed in nine of 13 fielders and had 18 points; Lyle Meyer meshed eight of 11 for 16 points; Neville Brown was six-of-11 with 15 points; Ricky Bureau connected on five of ten and had 11 points, and Gary Plamondon was five-of-nine for ten points.

Very little went right for the Puma men's team Feb. 20 at Franklin as the host Grizzlies jumped off to a 10-0 lead and stayed in front all the way to claim a 103-92 victory. Kates led the Pumas

with 20 points and Plamondon added 19, but SJC couldn't overcome Franklin's 33 free throws, compared to 14 for the Pumas.

Saint Joe picked up its tenth win of the season here last Saturday in a 96-95 barn-burner against Indiana Central. Neville Brown topped the Pumas with 19 points, including a field goal with 26 seconds to go and a free throw with five seconds remaining that broke a 93-93 deadlock and secured the victory. Brown also had a game-high 14 rebounds. Saint Joe ended its season with a 10-17 record after losing at Butler Tuesday, 102-85.



Neville Brown (44) of the Pumas battles Emanuel Safo (14) of Ashland for this rebound during SJC's 114-97 victory over the Eagles Feb. 18 in Alumni Fieldhouse. At right is Saint Joe's Javier Villeta (50). (Photo by Donn Proctor)

PUMA PRINTS

Trackmen Feature Unity

By BRAD CANGANY

Determination and togetherness are features which typify Saint Joe's 1980 men's track team. This spring, Saint Joe's team has the qualities to make it one of the toughest in the Great Lakes Valley or Heartland Collegiate Conferences.

The team is coming off a successful indoor season to prepare for the outdoor season. Coach Dave Smith comments, "Our indoor season was fairly good, but the best way to rate its success is by how prepared we are for the outdoor season. We use the indoor season primarily to motivate the guys to begin training early. The college season begins and ends earlier than the high school season and our younger guys aren't used to training so early in the year."

Saint Joe's has 20 to 25 men competing this season, which is normal for schools in the GLVC and HCC. In the past, the team lacked unity and many performers dropped out, leaving only seven or eight to compete in the season-ending conference meet. But Smith doesn't expect that to happen this year. "The guys are working out together more and should stick it out for the whole season," he explains.

The strong points of the team will be the track events, while the field events will be a weak spot. "From the sprints up to the middle distances, Saint Joe's will be very competitive," says Smith. "In the sprints, Kevin Tatum, Mike Hixson and C.D. Blackwell are looking good and along with hurdler Ken Brothers, should form a good 440 relay team. Also, Mike Merriman is strong in the 440 and Gary Goodwin should make a good showing in the 880 and mile."

Those people running the three and six-mile events are veterans of the cross country team. Notes Smith, "Individually, our distance runners may not be outstanding, but as a group, they should do very well."

Poor weather and a lack of indoor equipment have prevented Saint Joe's from doing well in the field events. There are no high jumpers and the pole vaulters can't practice until the weather permits, so Smith has no idea how good his vaulters are.

Louis Norris, who holds the school records in the long jump and triple jump, is injured and cannot compete as of yet, but Smith plans to eventually overcome these and other weaknesses with good recruiting. "We're recruiting to fill in the holes in our field events. In fact, we've already recruited a pole vaulter for next season."

Weather in this area can be a major hindrance and no one likes training in cold and miserable weather. Fortunately, the late winter weather has been better than expected in recent years. Smith comments, "We were lucky last year because it got up to the seventies during March, but April was cold and by the time the conference meet came along, the weather was awful. That hurt the guys' performances and hopefully we won't have that problem this year."

Concludes Smith, "I am pleased with the team so far. We have a good nucleus to work with, although we lack depth."



Saint Joseph's Pam Bell (32) launches a hook shot over Lori Rose (54) of Indiana State during the Pumas' 67-64 loss to ISU here Feb. 18. In the background is ISU's Pat Moran (41). (Photo by Donn Proctor)

IM Hopefuls Resume Playoffs

By ED FISETTE

Intramural basketball, floor hockey, and volleyball regular seasons have all ended and have now entered their second season of play — playoffs.

In women's intramural volleyball, the Irish Rovers, champions of the Tuesday league, defeated Burt's Babes, winners of the Thursday league, Sunday, Feb. 24, 7-0, 15-7 to claim the overall championship.

Skoal tied the Irish Rovers for their division lead, but the Rovers won the tie-breaking game 15-11, 7-0.

CHIC and the Force had also tied for the lead in their

division, but Burt's Babes beat them both in their respective tie-breaking games. The Babes defeated Force 15-5, 15-8; they then beat CHIC 15-10, 15-7.

Despite having fewer wins than either the Gallagher Kiwis or the Noll Stoned Ponies, the ESF Ice Pack (7-1-5) claimed the regular-season lead in IM floor hockey. The Kiwis and Ponies are both 10-3-1.

The Pack had both beaten and tied the Kiwis and Ponies during the season, thus enabling them to claim first place in the division.

Mike Bettinger (Archie to his teammates) of the Kiwis

is the league's leading scorer with seven goals, 11 assists for 18 points.

Bob Ellis of the Ice Pack is the leading goalie with a .73 goal-against average per game.

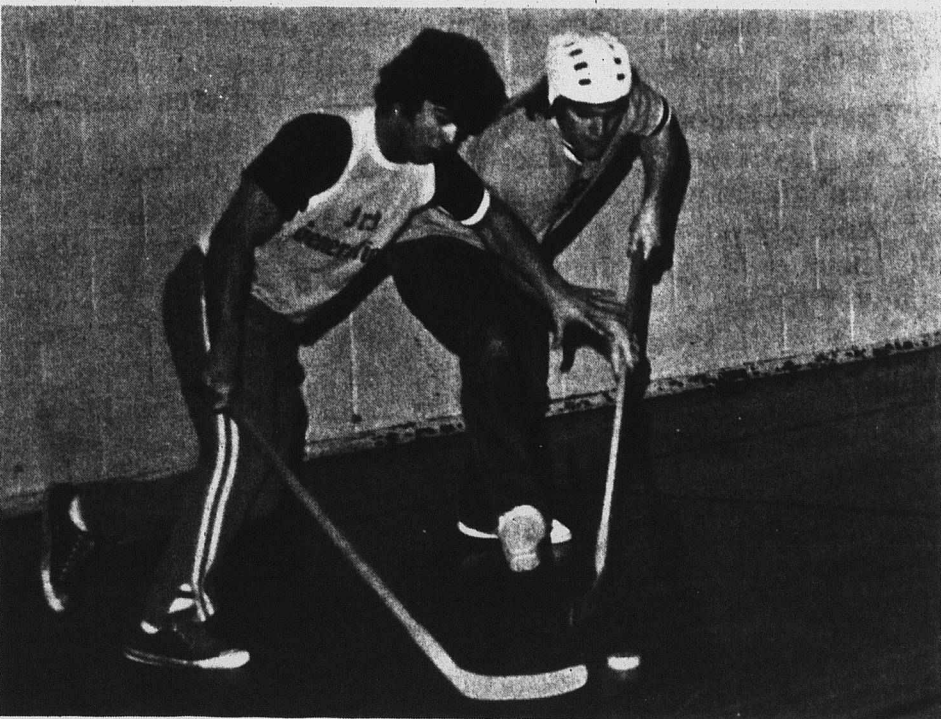
In the best two-out-of-three series with winners proceeding to the championship game, the Pack will play the Roxannes and the Ponies will challenge the Kiwis. The championship game will be played next week.

Winners of the IM basketball semifinal and championship games are all determined on a best two-out-of-three series in all three divisions.

In the playoffs thus far, the most exciting action has been provided in the A league by the ESF Rat Pack and the Gallagher Lords of Linger. In their series, the Rat Pack won the first game 47-45 on a basket with just two seconds remaining. The Lords won the second game by one point, 51-50. In the other A-league playoff action, the Merlini Units won their first game over the Aquinas Little Kings, 63-54.

In the final game of the B-league playoffs, the Bennett Players will meet the winner of the Penthouse Punks-Merlini Jocks game. The Jocks won the first game of their series, 62-53.

Meeting for the C-league championship are the Gallagher German Helmets and the Noll Experience.



Intramural floor hockey playoffs have begun in the fieldhouse. Here Frank Randazzo (jr.-Noll) of the Stoned Ponies tries to move the puck past Mike Linke (sr.-Mer.) of the High Times in a game won by the Ponies, 4-1. (Photo by Donn Proctor)

Lenny Kohl Creates Cartoon Fun

By JOHN BURRELL

Almost anyone can draw a stick man, but how many Saint Joseph's students can draw charismatic personalities wrapped in a framework of insight, impact, and sometimes humor? Not many of us for sure, but Lenny Kohl can.

One of the most effective cartoonists in Saint Joe's student publications history, Kohl has brought a rare skill to the art form of the editorial cartoon.

How did he get involved in drawing?

"I began my interest in drawing at about four or five years old. Using crayons, pencils, whatever, I always liked to draw on the walls at home. Having my imagination go wild, drawing whatever came to mind — this started my interest in drawing.

Student Spotlight

"I began taking art classes when I was in high school. It was here where I first took artwork seriously. I didn't draw for the high school paper, though, because they already had a cartoonist on their staff. At Saint Joseph's, Stuff has given me the opportunity to draw for a paper and do it on a regular basis. Other than the high school art classes, I haven't had any formal art training to speak of. I'm primarily a self-taught artist."

Has there been a person or persons who inspired him to take up cartooning?

"When I was young, probably Walt Disney and his films first developed my interest in becoming a cartoonist. Others whose comedy brought out my desire to make people laugh were Laurel and Hardy. Their type of humor was exaggerated, but there was a lot of humanism in them, which I really like."

How does he like drawing editorial cartoons?

"I'll tell you, when I first began to take drawing seriously, I liked drawing characters in comic strip form — having one box followed by another. Drawing a one-panel, editorial cartoon, you must have the whole story in one picture. You need to have everything going on so the reader can immediately figure out what is happening. Instead of following a group of drawings leading to the punch line, it's a compact drawing. It was really tough for me at the beginning to draw in this compact fashion for the paper. It's a hit-or-miss type of drawing. It gets challenging now and then."

Where does Kohl get his characters and ideas for editorial cartoons?

"Some of the characters are based on real people, but usually they are just made up. My ideas for the editorials come from many sources. From people on campus, from myself and from conversation, I may see something funny which may be used as a model

for a character. I don't like to copy the ideas of anybody else."

Do any of his characters reflect himself?

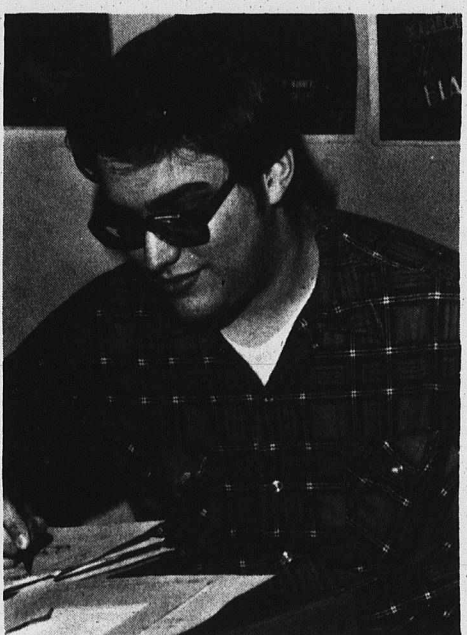
"Sure, sometimes I'll draw a character of myself in one of the cartoons."

Are there any specific characters Kohl prefers to draw?

"Not really. I like drawing people, primarily."

What would he like people to get out of his editorial cartoons?

"Well, I'm not a crusader or anything like that, but for example: I drew a cartoon where there was a freshman walking into his room and noticing mice ice skating on his bed. Ice was all over the place and another kid was saying, 'What did you expect? This is the way it always is around here.' I was making a statement of the complaints I had heard regarding no heat in the rooms. This was the case last year. I like to point out the problems here at school, but I would like the reader to have been entertained as well as informed."



LENNY KOHL

What do you think makes a good editorial cartoonist?

"A good editorial cartoonist is someone who has respect for people's feelings. He must be able to make people laugh at themselves, as well as others. I think a cartoonist really needs this. He should have a sense of humor, should be honest in his drawings — his drawings should have a meaning."

"A cartoonist needs to draw something that people can relate to, and his characters should not be boring — repetition is a tough problem to deal with."

"There are editorial cartoons, say in the *Chicago Tribune*, that are not drawn that well, but they are funny and they get their message across. I believe you really don't have to be a good artist, but it

ANIMAL DORM



helps in making a good editorial cartoonist. An editorial cartoonist needs to get his message across instantly; if not, it's not worth much."

"Also, if you are going to make fun of people, you must make your cartoon in such a way that that individual is not going to attack you for it. You've got to find something in them where they can laugh at themselves."

"For example, Sister Karen's search and seizure policy cartoon was drawn to point out the situation in a humorous way. You sometimes point fun at a person in an editorial cartoon, but you never do it in a malicious way."

What are the other interests of Lenny Kohl?

"I'm very interested in old motion pictures, mostly comedy — it kind of goes hand-in-glove with drawing cartoons. I'm interested in the making of movies as well as watching them. I also like to read and play softball."

What are his plans after college?

"I would like to go into some type of art field, be it advertising, daily comic strips, editorial cartoons, maybe even animation. If I can get into some kind of job where I can really enjoy myself and make a decent living in an art field, that would be terrific. For now, I have no specific field of art to work in."

Lenny Kohl, a person who enjoys a good joke, is basically a happy person and a person who takes life as it comes. He likes to hear the sound of laughter wherever he goes.

"I try to make people laugh by my cartoons; I may not always succeed, but I try," he concludes.

Marketing Seminar Provides Insight

By ALLISON FRANCIS

"For those of you who think your education ends when you receive your degree, you're wrong. That's just the beginning of an education that will last the rest of your careers," stressed Martha Hoope, general manager of Montgomery Ward's Wide World of Travel Club.

Ms. Hoope was one of several speakers who came to Saint Joseph's Feb. 21 to participate in a direct mail/marketing seminar. The Business Club sponsored this seminar that offered business students insights into new sales techniques, marketing procedures and service campaigns in the growing direct mail/marketing industry.

Five executives of Signa-

ture Financial/Marketing, Inc., a subsidiary of Montgomery Ward, Inc., offered insights into the use of direct mailing as used by Signature Financial/Marketing, Inc. Participating in the panel were David Clark, vice-president and director of research and planning; Ms. Hoope; Paul Misniak, corporate planning manager and Saint Joe alumnus; George Swierczynski, senior vice-president of operations and systems; and Elizabeth Warden, general manager of Ward's Credit Card Security Service and Ward's Home Protection Plan.

Signature Financial/Marketing, Inc., based in Evanston and Chicago, has been in existence since 1972; it has 400 employees, and has met

by John Burrell

with much success using direct mail/marketing in its sales approach.

Explaining direct mail/marketing, Swierczynski commented, "You have to weed out the bad ways of selling a product or a service. We don't invest in display; we sell by words."

In-depth testing is conducted to determine the consumer acceptance of various campaigns. Often these tests can display which specific campaigns are most effective and what seasons generate the most sales.

Besides the panel discussions, many Business Club members discussed direct mail/marketing on a one-to-one basis with the executives of Signature Financial/Marketing, Inc., at an afternoon luncheon.

Direct mail/marketing has been called junk mail by some but has proven to be a successful selling campaign for many products and services. As one executive suggested, everyone likes to receive mail.

And many Saint Joe students would agree—everyone likes to get mail, even if it is called junk mail.



Saint Joseph's College should be honored at having the opportunity to attend the recent production of "Porgy and Bess."

Du Bose Heyward, the writer, first published his study of the crippled beggar Porgy (modeled after a well-known Charleston, S.C., character known as Goat Sammy) in 1925. In collaboration with his wife, Heyward transformed the moving story in 1927 into a play which ran 327 performances in New York and incorporated a series of spirituals as atmosphere. Indiana University Opera Theater received permission from the Gershwin family to produce the full version of Porgy and Bess; Indiana University is the only school to receive this permission.

SOCIAL EVENTS

Friday, Feb. 29, S.A. mixer, disco, sponsored by the freshman class. Ballroom, 9:30 p.m.

Friday, Feb. 29, all-campus retreat.

Saturday, Mar. 1, afternoon student activity in the Halleck Center Student Union, sponsored by HSUB.

Saturday, Mar. 1, all-campus retreat.

Wednesday, Mar. 5, Halleck Center Student Union evening activity, sponsored by HSUB.

Thursday, Mar. 6, junior-senior going south party, chapel cafe, 8 p.m. Everyone's packing and moving south for spring break. Well, almost everyone. Might as well enjoy the party.

CINEMA

Sunday, Mar. 2, movie, auditorium, 7 and 10 p.m. *A Man, A Woman, A Bank.*



Paul Misniak, a Saint Joe alumnus, was one of several Montgomery Ward executives who spoke in the ballroom Feb. 21 during a direct mail/marketing seminar sponsored by the campus Business Club. (Photo by Donn Proctor)